

U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Drum
New York**

BRIEFING OUTLINE

Fort Drum

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

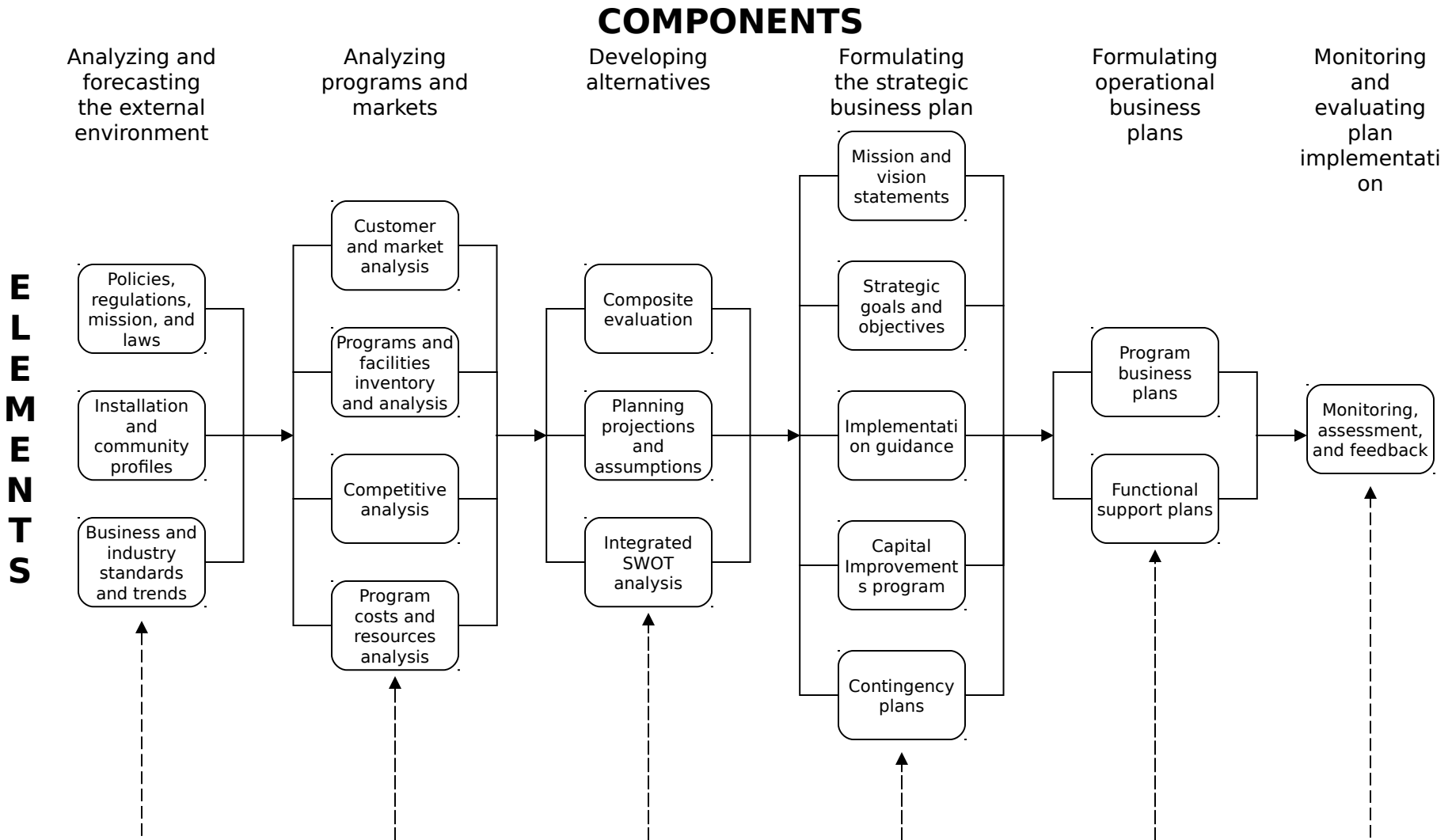
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Drum

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Drum

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,941 surveys were distributed at Fort Drum



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Drum

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Amy:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Drum:					
Active Duty	14,520	1,249	79	6.33%	±11.00%
Spouses of Active Duty	6,419	1,390	212	15.25%	±6.62%
Civilian Employees	1,974	828	221	26.69%	±6.21%
Retirees	502	474	105	22.15%	±8.51%
Total	23,415	3,941	617	15.66%	±3.89%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

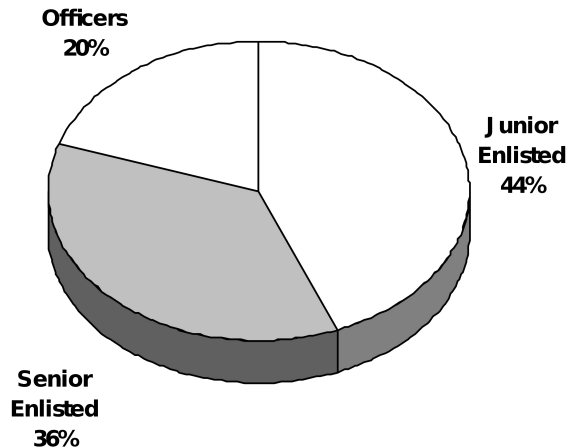
PATRON SAMPLE*

Fort Drum

RESPONDENT POPULATION SEGMENTS

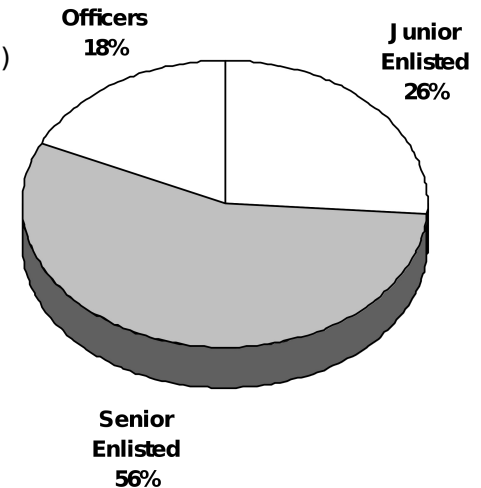
ACTIVE DUTY

(n = 70)



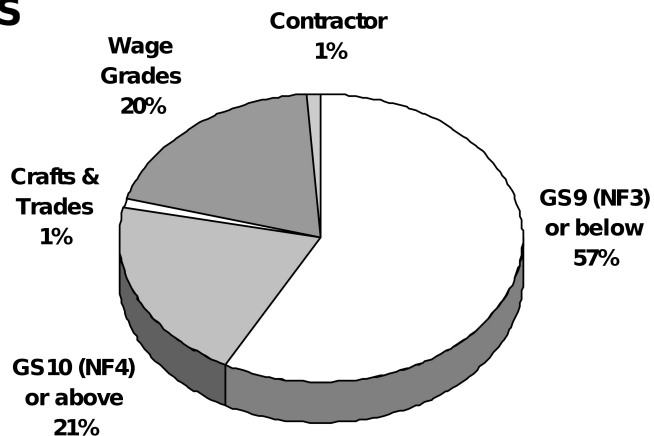
SPOUSES OF ACTIVE DUTY

(n = 191)



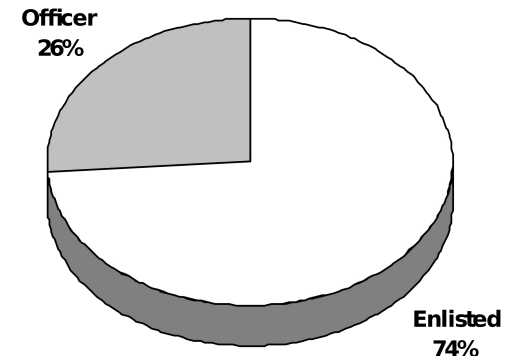
CIVILIANS

(n = 209)



RETIREES

(n = 74)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Drum

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FT. DRUM

Fort Drum

MOST FREQUENTLY USED FACILITIES

Library	55%
Car Wash	49%
Swimming Pool	48%
Bowling Center	44%
Bowling Food & Beverage	37%

LEAST FREQUENTLY USED FACILITIES

School Age Services	6%
Child Development Center	11%
Youth Center	12%
BOSS	13%
ITR - Commercial Travel Agency	16%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. DRUM*

Fort Drum

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.38
Bowling Center	4.35
BOSS	4.34
Post Picnic Area	4.31
Bowling Food & Beverage	4.25

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.81
Car Wash	3.84
School Age Services	3.91
Youth Center	3.95
Child Development Center	3.96

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FT. DRUM*

Fort Drum

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.33
Bowling Center	4.23
BOSS	4.20
Post Picnic Area	4.19
Army Lodging	4.18

FACILITIES WITH LOWEST QUALITY RATINGS*

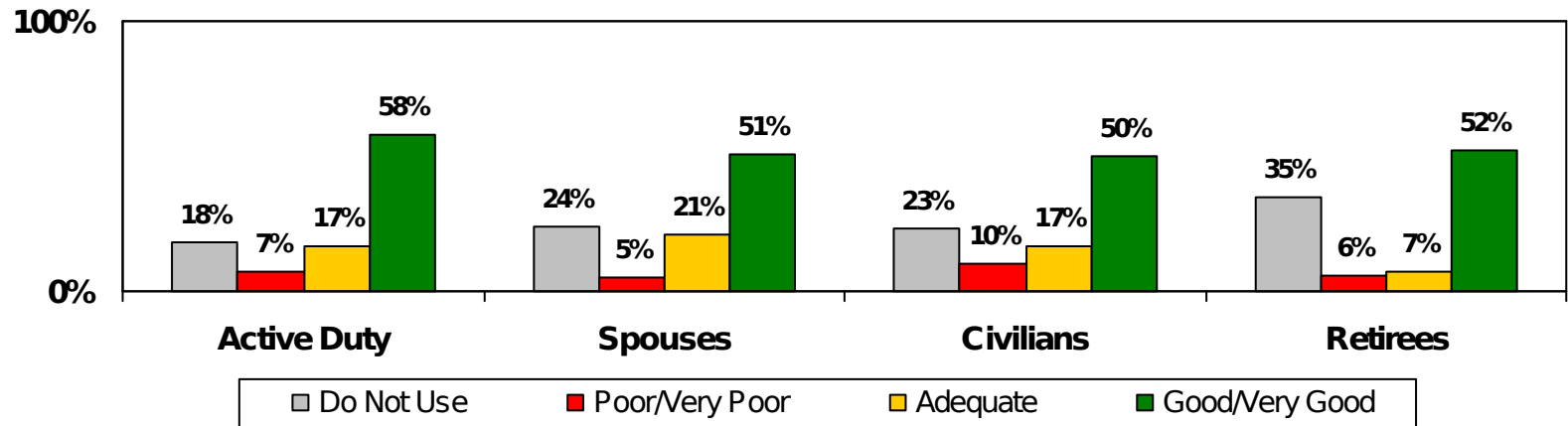
Car Wash	3.68
Multipurpose Sports/Tennis Courts	3.81
Athletic Fields	3.90
Child Development Center	3.92
Automotive Skills	3.93

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

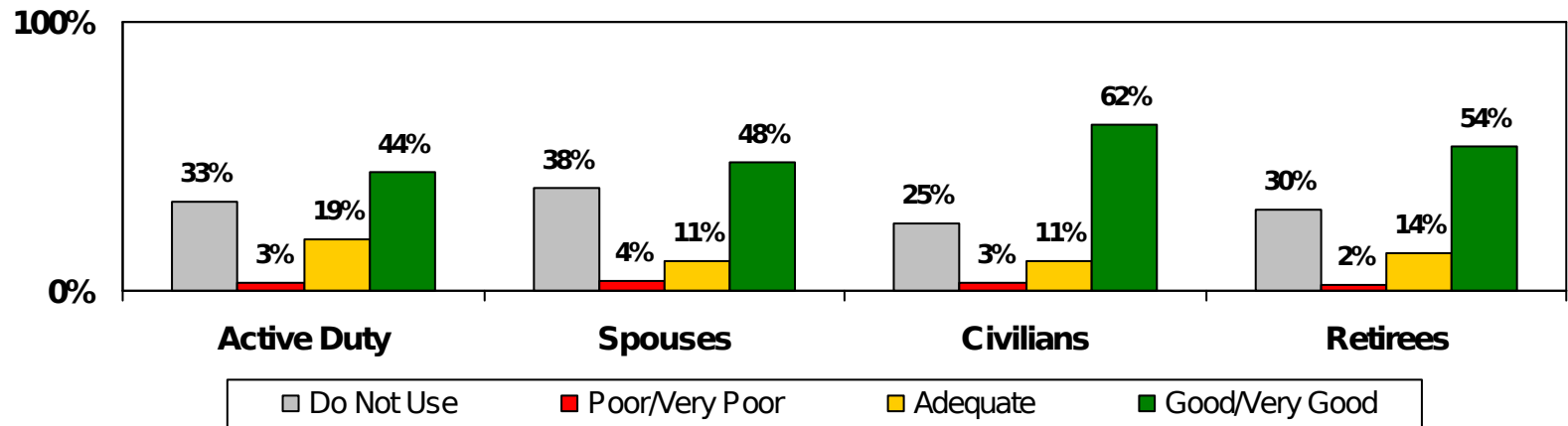
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Drum

Quality of On-Post Services



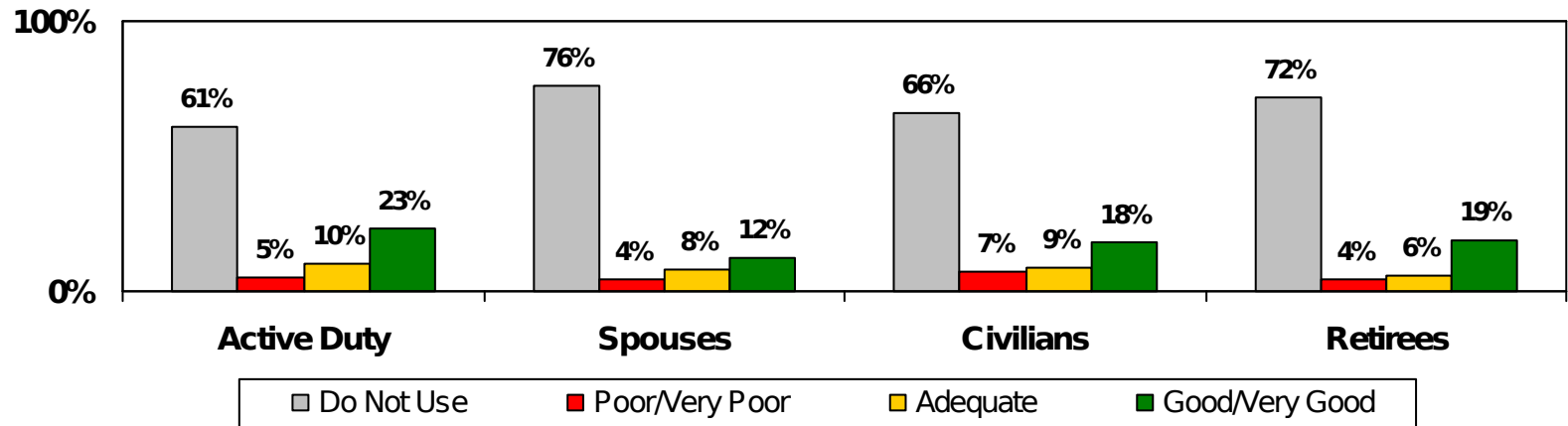
Quality of Off-Post Services



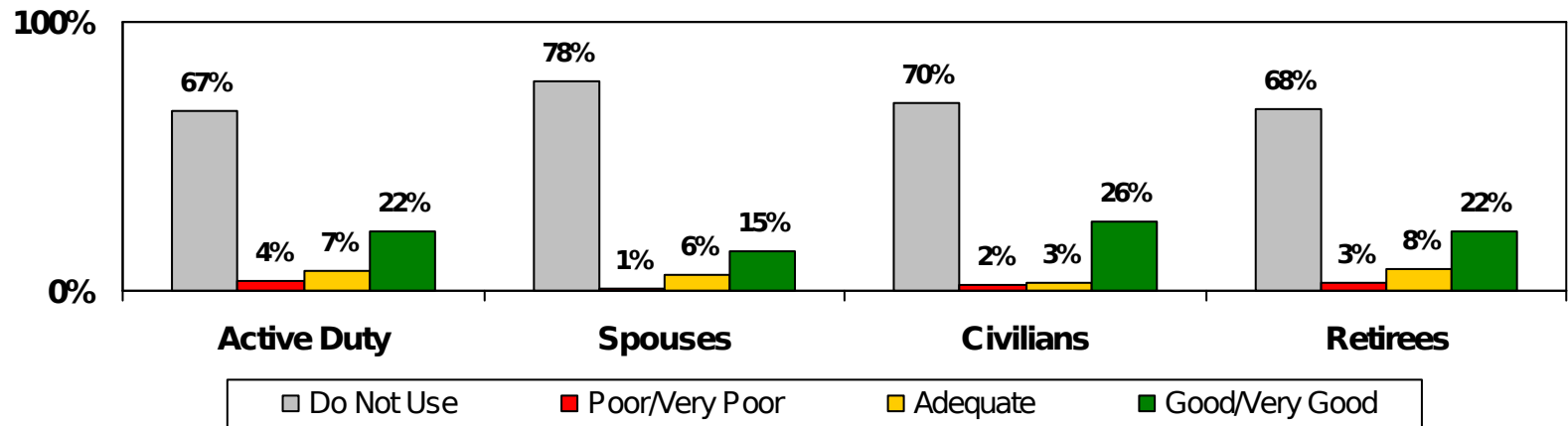
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Drum

Quality of On-Post Services



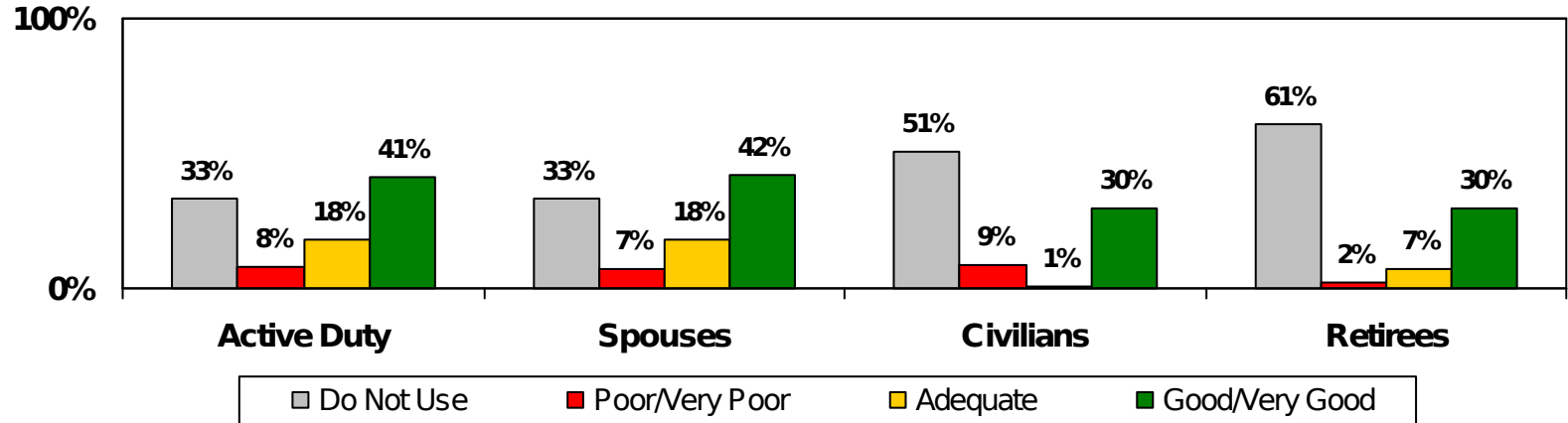
Quality of Off-Post Services



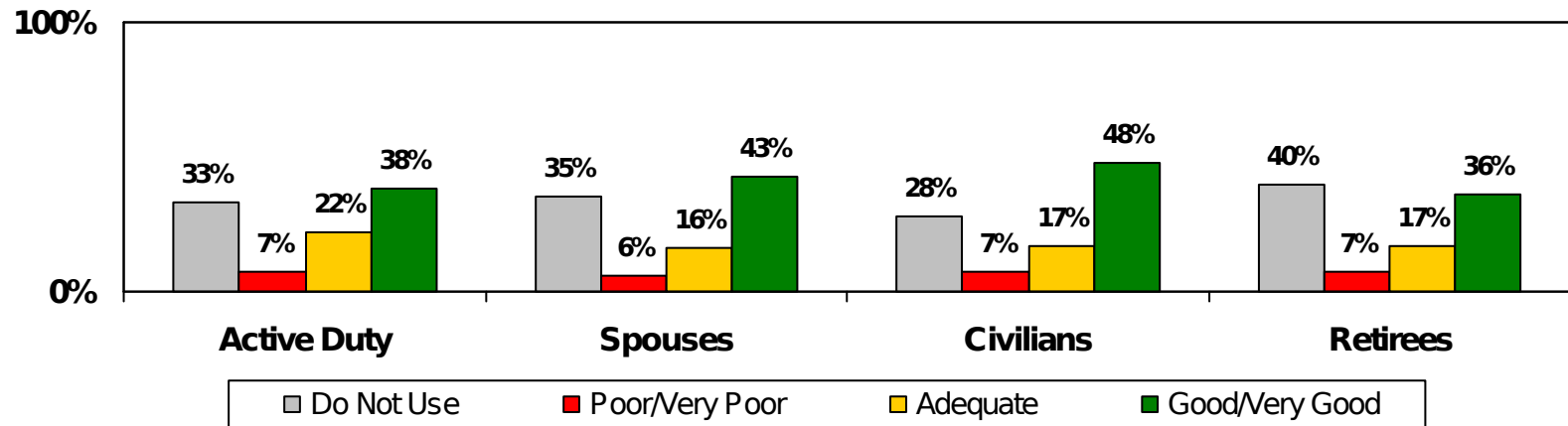
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

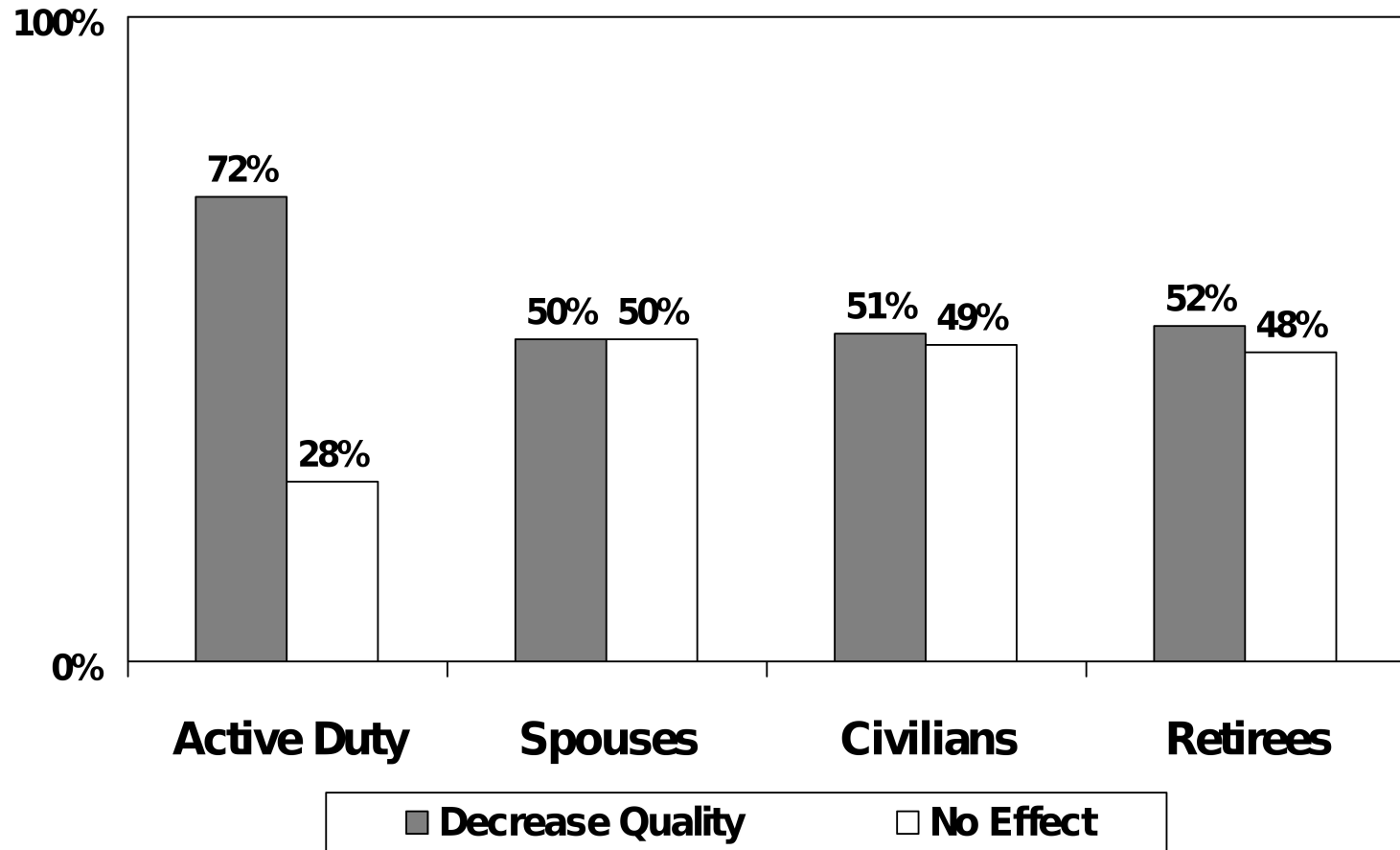


Quality of Off-Post Services



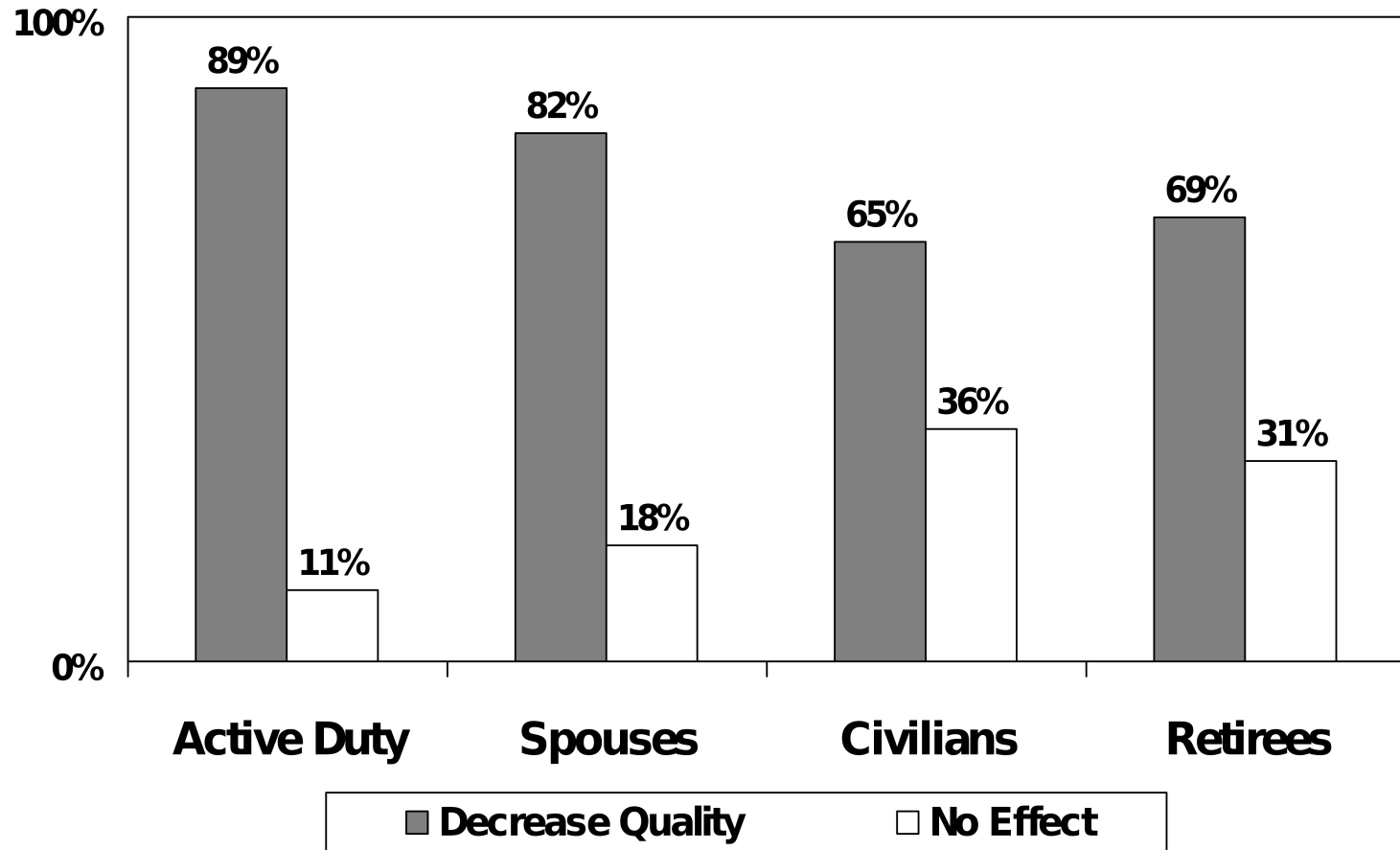
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Drum



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Drum



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Drum

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Library	72%
Army Lodging	71%
Child Development Center	52%
Youth Center	48%
Swimming Pool	47%
BOSS	39%

Golf Course Pro Shop	71%
RV Park	67%
Golf Course Food & Beverage	59%
Golf Course	56%
Bowling Pro Shop	54%
Clubs	41%
Cabins & Campgrounds	36%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Drum

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	12%	12%	18%	16%	12%
E-mail	10%	10%	30%	12%	12%
Friends and neighbors	34%	43%	23%	28%	35%
Family Readiness Groups (FRGs)	29%	44%	3%	8%	31%
Bulletin boards on post	42%	38%	40%	17%	40%
Post newspaper	52%	58%	56%	60%	54%
MWR publications	43%	24%	40%	29%	37%
Radio	3%	4%	15%	15%	4%
Television	5%	9%	5%	12%	6%
My child(ren) let(s) me know	3%	4%	1%	5%	3%
Other unit members or co-workers	38%	20%	26%	19%	31%
Unit or post commander or supervisor	19%	7%	5%	3%	15%
Marquees/billboards	22%	15%	16%	19%	20%
Flyers	45%	29%	46%	34%	41%
Other	9%	9%	7%	13%	9%
I never hear anything	1%	7%	9%	16%	4%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Drum

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	77%	80%
Better Opportunities for Single Soldiers	63%	N/A
Army Community Service	69%	53%
MWR Programs and Services	81%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Drum

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	100%	0%
Outreach programs	52%	85%	15%
Family Readiness Groups	76%	83%	17%
Relocation Readiness Program	70%	87%	13%
Family Advocacy Program	70%	94%	6%
Crisis intervention	54%	85%	15%
Money management classes, budgeting assistance	68%	74%	26%
Financial counseling, including tax assistance	76%	86%	14%
Consumer information	42%	67%	33%
Employment Readiness Program	53%	83%	17%
Foster child care	38%	71%	29%
Exceptional Family Member Program	67%	75%	25%
Army Family Team Building	57%	79%	21%
Army Family Action Plan	44%	78%	22%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Drum

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	96%	4%
Outreach programs	42%	76%	24%
Family Readiness Groups	91%	88%	12%
Relocation Readiness Program	78%	95%	5%
Family Advocacy Program	73%	80%	20%
Crisis intervention	44%	82%	18%
Money management classes, budgeting assistance	72%	85%	15%
Financial counseling, including tax assistance	70%	89%	11%
Consumer information	26%	82%	18%
Employment Readiness Program	61%	79%	21%
Foster child care	19%	86%	14%
Exceptional Family Member Program	65%	77%	23%
Army Family Team Building	64%	88%	12%
Army Family Action Plan	44%	88%	12%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	50%	51%
Personal job performance/readiness	50%	52%
Unit cohesion and teamwork	55%	59%
Unit readiness	62%	66%
Relationship with my spouse	58%	46%
Relationship with my children	54%	48%
My family's adjustment to Army life	58%	58%
Family preparedness for deployments	61%	64%
Ability to manage my finances	50%	39%
Feeling that I am part of the military community	65%	52%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	92%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	83%	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	50%	55%
Allows me to work outside my home	56%	68%
Allows me to work at home	33%	57%
Offers me an employment opportunity within the CYS program	50%	51%
Allows me/my spouse to better concentrate on my/our job(s)	56%	64%
Provides positive growth and development opportunities for my children	67%	82%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Drum

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	71%
Personal job performance/readiness	59%
Unit cohesion and teamwork	59%
Unit readiness	55%
Ability to manage my finances	55%
Feeling that I am part of the military community	64%
Relationship with my children (single parents)	63%
My family's adjustment to Army life (single parents)	75%
Family preparedness for deployments (single parents)	75%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	58%
Entertaining guests at home	54%
Watching TV, videotapes, and DVDs	54%
Going to movie theaters	48%
Internet access (library)	38%
Night clubs/lounges	36%
Automotive detailing/washing	35%
Going to beaches/lakes	35%
Walking	34%
Reading	34%

Top 5 for Spouses of Active Duty

Entertaining guests at home	74%
Watching TV, videotapes, and DVDs	66%
Internet access/applications (home)	66%
Going to movie theaters	62%
Reading	47%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	74%
Entertaining guests at home	60%
Internet access/applications (home)	51%
Going to movie theaters	47%
Walking	46%

Top 5 for Active Duty

Internet access/applications (home)	55%
Night clubs/lounges	46%
Entertaining guests at home	43%
Internet access (library)	42%
Watching TV, videotapes, and DVDs	41%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	63%
Walking	47%
Entertaining guests at home	47%
Internet access/applications (home)	42%
Gardening	41%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Touch/flag football	12%
Softball	10%
Basketball	9%
Volleyball	9%
Soccer	8%

Outdoor Recreation

Going to beaches/lakes	35%
Picnicking	30%
Fishing	25%
Camping/hiking/backpacking	24%
Bicycle riding/mountain biking	20%

Social

Entertaining guests at home	54%
Night clubs/lounges	36%
Special family events	33%
Dancing	30%
Happy hour/social hour	25%

Sports and Fitness

Walking	34%
Cardiovascular equipment	28%
Weight/strength training	27%
Bowling	25%
Running/jogging	25%

Entertainment

Watching TV, videotapes, and DVDs	54%
Going to movie theaters	38%
Festivals/events	28%
Attending sports events	21%
Card/table games	19%

Special Interests

Internet access/applications (home)	58%
Automotive detailing/washing	35%
Computer games	31%
Digital photography	30%
Automotive maintenance & repair	25%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Drum

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	38%	N/A	38%
Reading	34%	N/A	34%
Multi-media (videos, DVDs, CDs)	31%	N/A	31%
Reference/research services	29%	N/A	29%
Entertaining guests at home	26%	27%	54%
Watching TV, videotapes, and DVDs	26%	28%	54%
Study/self development	25%	N/A	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

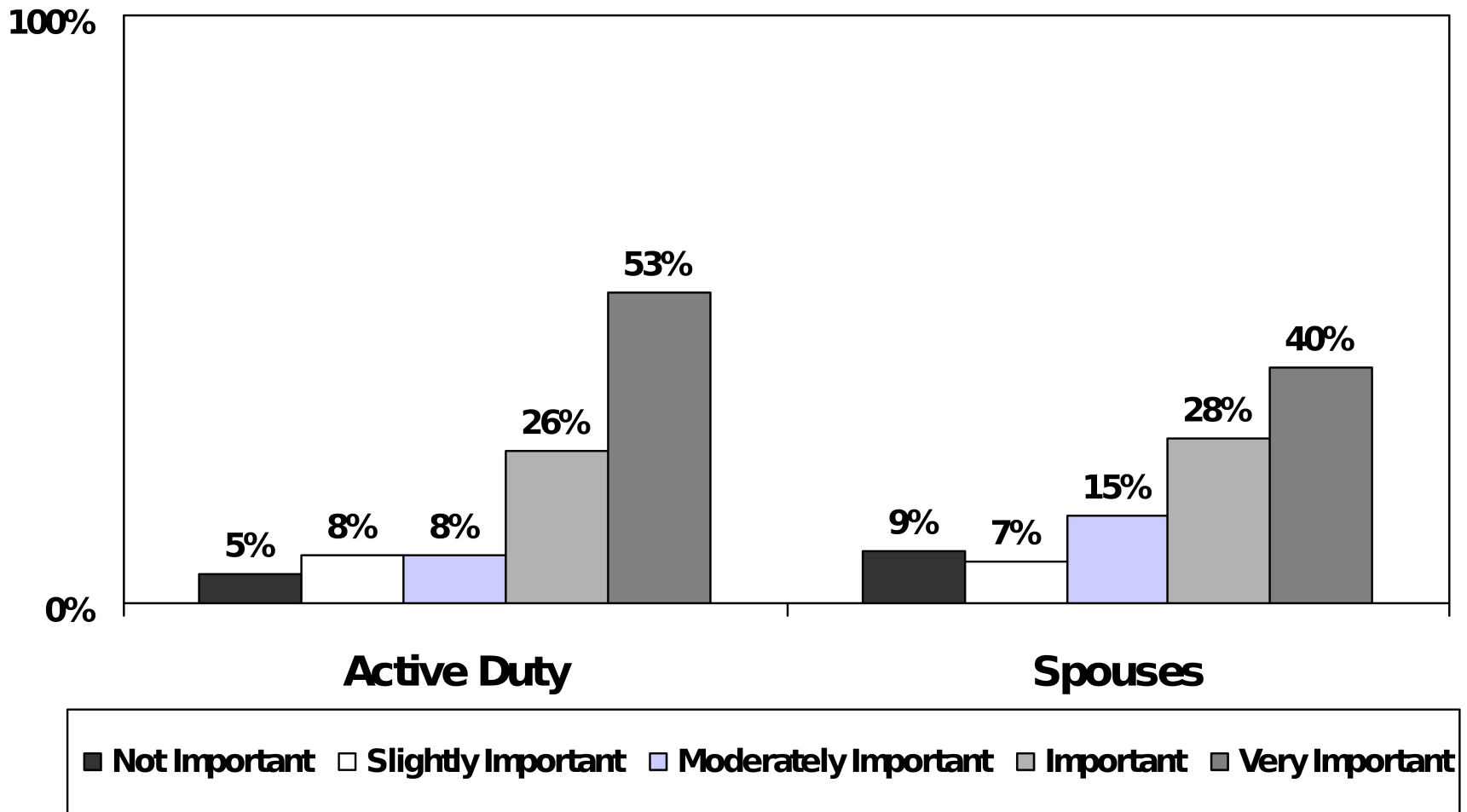
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	12%	1%	44%	58%
Automotive detailing/washing	8%	11%	16%	35%
Computer games	4%	1%	26%	31%
Digital photography	2%	7%	21%	30%
Automotive maintenance & repair	7%	8%	10%	25%
Gardening	2%	2%	0%	23%
Rubber stamping/memory books	2%	1%	10%	12%

*Top 7 special interest activity preferences ranked by overall participation.

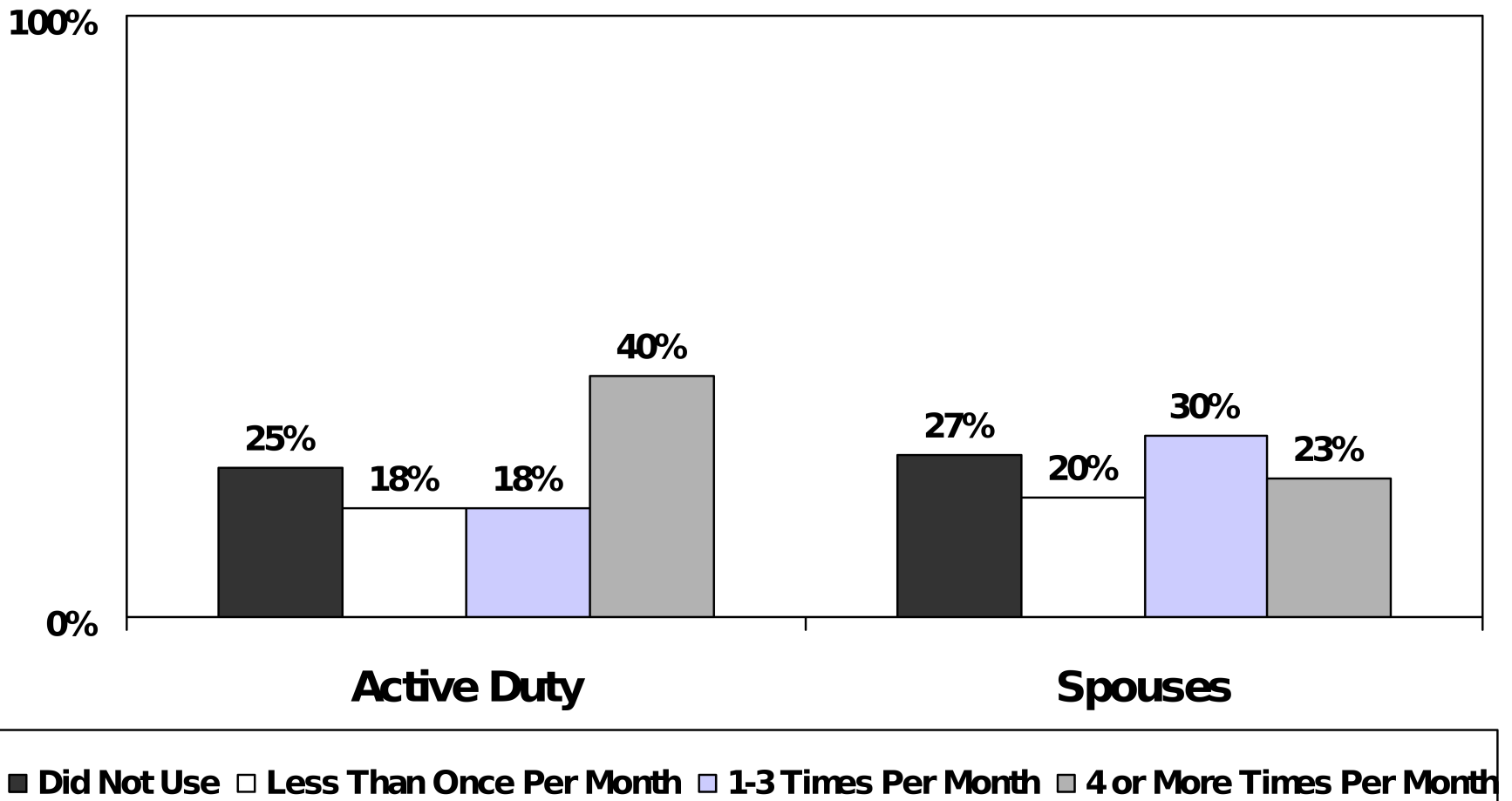
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Drum



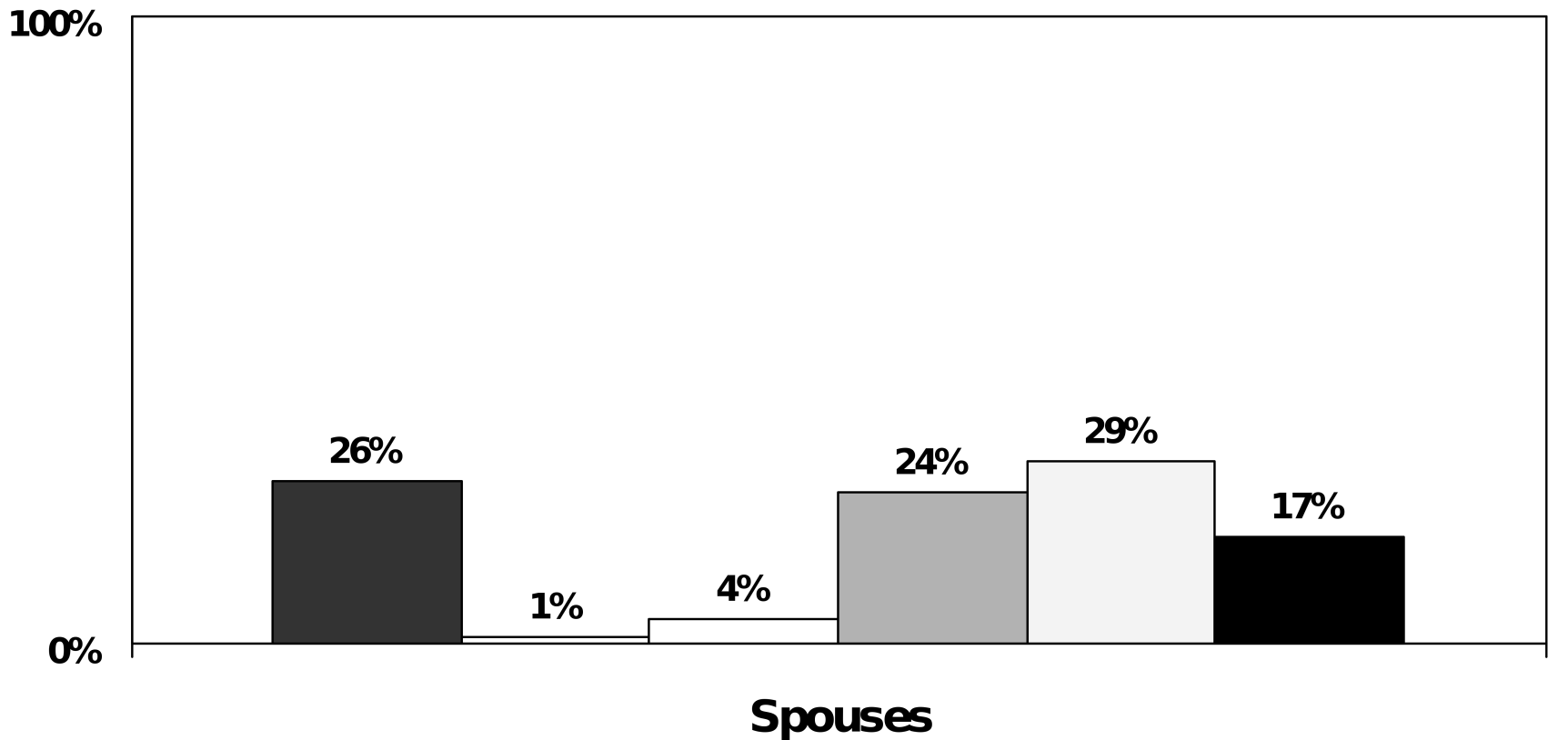
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	30%
Probably will not make military a career	13%
Undecided	17%
Probably will make military a career	15%
Definitely will make military a career	25%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	24%
Yes	64%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)